

SIERRA MADRE NEWS

VO. IX.

SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA, FRIDAY, APRIL 30, 1915.

NO. 31.

BIG RODEO AND FIESTA TOMORROW

Los Angeles is making final preparations this week to entertain the thousands of visitors expected for the big nine-day Fiesta and Rodeo celebration, which the 1915 General Committee is staging from May 1 to 9 to add to the festivities of the Golden State during Exposition year.

Leading off with the great street pageant, "The Story of the Golden West," the program includes floral pageants Saturday and Monday and the 1915 Rodeo running through nine days. The pageants will be street affairs, free to all; the Rodeo will be held in the big stadium at Hooper avenue and East Thirty-fifth street.

"The Story of the Golden West" will be an effort to visualize the life of a romantic past; the successive days of the Indian, the Spanish conquistador, the padre, the gold miners and the pioneer. Entries for the pageant have been coming in from all over the state and when the procession moves Saturday morning it will be a snapshot of the most complete show of its kind ever undertaken.

Electrical Parade

As for the electrical pageant, "Queen Flora, a Feast of Flowers," Saturday evening, its beauties can only be surmised, for Fawcett Robinson, the creator of the floats, has kept them under cover. But even their assured beauty cannot surpass the living beauty of the girls and flowers that will be used Monday in the "La Fiesta de las Flores" pageant. It will be an attempt to depict the floral wealth of the Southland at the time when, above all others, the roses and the other flowers, wild and cultivated, are at their best. This parade will begin moving at 10 o'clock and, like the others will traverse the business streets.

Prize money totaling \$2675 will be awarded for the most artistically arranged entries in this pageant. This money will be awarded in sums ranging from \$200 to \$5.

At the head of the pageant, which will be in six divisions, directed by General Wankowski as grand marshal, will be the decorated autos entered by the board of supervisors, the city council and the chamber of commerce.

Municipal Floats

Municipal floats have been entered by the following cities: Santa Ana, Pasadena, Long Beach, Ocean Park, Huntington Park, Monrovia, Azusa, Caltona, Montebello, Inglewood and Fullerton. Chambers of commerce and boards of trade of other Los Angeles county cities have expressed their intention of participating by making entries.

Lindsay, Tulare county, will show the orange from bud to ripe fruit. Upon this float will ride the Tulare orange queen and her court of pretty girls.

Foreign Bodies

In class H there will be many elaborate floats, including a strong German-American representation by the German-American Alliance, the Saengerfest committee and the Turn Verein Germania.

Among conspicuously elaborate entries in this class will be that of the Japanese Association of Southern California, which will be a pageant in itself, with its own oriental fiesta queen and her court.

Leading women of motion picture companies will be seen upon floats in this part of the production.

The fire department, which will be represented by twelve pieces of apparatus will be the feature.

Marching Clubs

Among the marching clubs entered are the four companies of the Y. M. I. battalion, under command of Major J. L. Irwin; the White Star Patrol of the Glendale lodge of Elks, and the White Squadron of the Los Angeles Elks.

The full membership of the Knights of the Rose Tournament, Pasadena, will take part in the pageant. In red and white hunting costume and riding beautiful horses, they will be commanded by Liege Lord Frank G. Hogan.

Thirteen Bands

Thirteen bands will furnish music for the pageant. These musical organizations will be headed by the 1915 City and County band.

Hundreds of horses will be seen in the fifth, or equestrian division. A majority of these will be ridden by the Westerners, the typical southwestern organization of both men and women; and by the cowboys from all the range states of the west, here to participate in the 1915 Rodeo.

Another division of the pageant will be composed of six daylight floats prepared by Fawcett Robinson, America's foremost artistic electrical designer. These floats, which collectively will be designated as "The Queen and Her Court," will be unique in that their like never before has been produced anywhere.

The title of these floats will be "Ben

SIERRA MADRE RAINFALL

SEASON 1914-1915	
Oct.	0.83
Nov.	0.11
Dec.	5.05
Jan.	8.56
Feb.	8.10
March	0.92
April 4	0.63
5	0.08
13	0.66
21	0.49
23	0.08
27	0.05
28	0.34
29	0.28 1.41

Total to noon on April 29 24.98

Mean precipitation in April over a period of 26 years, 1.24. Rainfall for corresponding period last season 44.54; for April 1914, 1.63. Heaviest rainfall in April 5.23 in 1903. Lightest ten hundredths in April, 1897 and ten hundredths in April, 1910.

RECEPTION FOR PASTOR

Members and friends of the Congregational Church crowded the building last evening to extend a welcome to the new pastor, Rev. Fred Staff, and his family. There was an enjoyable musical program, under direction of Mrs. H. W. Timm, with an address of welcome by C. W. Jones and a reply by Rev. Staff. Later the ladies of the church served delicious refreshments.

GOES TO WEST POINT

Eugene Caffey has won an appointment to West Point military academy as a result of the examination which he took in San Francisco recently. He will go east next month to matriculate in the national military college. Eugene is the oldest son of Captain Lachin Caffey who has just returned from three years of duty in China, and the grandson of the late E. N. Mead. He has attended Pasadena High School the past year.

EDITED WITH THE SHEARS

Owing to the late return of the editor from San Francisco on Thursday, there was little time for writing of the trip of the Southern California Editorial Association or of anything else for this week's paper. Local happenings of an exciting nature seem to have been exceedingly scarce during the week. Accordingly if the copy for this week's News seems to have been prepared largely with the shears the reason will be apparent.

WOMAN'S CLUB

At the regular club meeting on Monday last, April 26, nominations "from the floor" were made for officers for the coming year. In accordance with the new by-laws a nominating committee was also appointed which will take charge of these nominations and of the election which will take place on May 24. As soon as it is determined which of the "nominees" will "run" a list will be published for the benefit of club members. The nominating committee consists of Mrs. Steinberger, chairman; Mrs. Pierce and Mrs. Plathers.

At the conclusion of the business part of the meeting a most illuminating talk was given upon "The Development and Distribution of Water in California" by Miss Lloy Galpin, teacher in Los Angeles High School. Miss Galpin presented in a lucid and comprehensive manner the history of the water question from the time of the old "Spanish Grants" down to the present Owensmouth issues, tracing in logical sequence many reasons why the present generation is prodigally wasteful and urging earnest and continued study of this vital subject toward economic ends. At the close of the talk "Reciprocity Days" were announced and reports called for, after which the meeting adjourned to the tea room.

On May 10 the meeting will be an "open" one and in the evening Mrs. Primm will sing several numbers and Mr. E. J. Webster will present an interesting stereopticon lecture.

HOME OF TRUTH

Devotional service will include the seventh lecture on "True Being" at the Home of Truth, corner Auburn and Carter at 3:30 p. m. Sunday. Everyone cordially invited. Services conducted by Harriet C. Hamor. Sunday school is held at 2 o'clock. All children welcome.

Hur, "Fairy Queen," "Naiad Queen," "American Beauty Rose," "Sleeping Beauty," "Animated Flowers,"

Chinese Dragon

Still another division of the pageant will be made up of a silken Chinese dragon of great length, which will make its way through the streets attended by an orientally-garbed retinue.

Preparations are complete at the 1915 Stadium for producing the 1915 General Committee's rodeo, in which will appear the most daring horsemen and horsewomen west of the Mississippi.

There will be 1000 riders and more than a thousand horses at this old southwest range festival and a thrill a minute every afternoon for nine days, beginning Saturday, is the program promise.

Riders now in Los Angeles awaiting the call to ride the most famous bucking horses in America represent California, New Mexico, Arizona, Colorado, Montana, Wyoming and other states.

SCHOOLS WILL PARADE

Pupils of County Will Have Part in the Big Pageant Early in June

Every school and school district in Los Angeles county is invited to take part in the great parade that will open the magnificent children's pageant in Los Angeles beginning June 3.

"Southern California, Home of Youth" is the general title under which will be grouped entries from all educational institutions. The sunshine, flowers, gardens, homes, legendry, romance and beauty, all in historic settings will be unfolded by the flower of the county's young people.

There will be seven divisions in the parade, which will include the city and county schools and the state normal. R. J. Sterrett, principal of the Los Angeles High School, has general charge of the pageant, and Irvin Hague of Manual Arts high is parade manager. Entries may be made by the county schools to either of these at once.

The pageant is under the auspices of the 1915 General Committee on entertainment. The parade will be at 10 o'clock on the morning of the first day, thus giving all taking part an opportunity to view the opening of the pageant in the afternoon.

Y. W. C. A. CAMP IN CANYON

A permanent camp for the young women and girls of Pasadena is a growing reality. The Young Women's Christian association has leased about three acres of land in the Little Santa Anita canyon, says the Pasadena Star, has signed the contract with the Pacific Portable Construction company of Los Angeles for a club house, and is making all necessary plans for the equipment and managing of this department of their work.

A most accessible and yet secluded spot has been chosen just three and a quarter miles from Sierra Madre, down in a canyon off the Mount Wilson trail—the "loveliest spot in the canyon," so some of the girls say, with innumerable possibilities for development. The cabin will be located upon a running stream of water on a flat, completely hidden from view of the trail, shaded with lovely trees, near at hand a rock amphitheater for special meetings, entertainments and vesper services, plenty of room for new trails to be blazed, enchanting waterfalls nearby, and beautiful ferns and foliage all about.

The house, which will be 24 by 36 feet, includes a living room 18 by 36, screened in on three sides, with a fine open fire place, nine folding beds, a good sized porch platform where cots can be placed and a number of small rooms which include a mouseproof store room, a dressing room, shower and kitchen. It will accommodate about twenty girls.

This haven of rest and recreation has been made possible by a gift some time ago of \$1000 from Mrs. Russell Sage, made through Miss Grace Nicholson for the work of the girls' department.

GUESTS AT PARTY EDIT NEWSPAPER

Monday evening a party of young people surprised Mr. H. I. Hawxhurst at the Hawxhurst studio, the occasion being Mr. Hawxhurst's birthday anniversary. The guests invited by Mrs. Hawxhurst who planned and carried out the evening's entertainment, arrived at 8 o'clock each bringing a gift, the cost of which the hostess stipulated, should not exceed five cents. They were already assembled in the studio when Mr. Hawxhurst walked in, having been very conveniently called out some time before. Later the gifts were opened and the many humorous inscriptions read aloud by the recipient, after which a candy pull was enjoyed.

Each one was given a small piece of modeling clay, a pasteboard mount and toothpick with which to model some animal, bird or fish. The results were exhibited and a figure of a chicken, the clever work of Mrs. James Hawks was awarded a prize.

The greatest "stunt" and fun of the evening was the announcement by the hostess of "Newspaper game," which she had originated. Blank white cardboard with the regular heading of the "Sierra Madre News" printed at the top, was shown, the hostess explaining that owing to the absence of the editor from Sierra Madre, she would get out a special edition of the "News" and asked her guests to help her edit it. Yellow paper was passed, headed with different captions in "yellow-journalistic" style, about which each was to write in full, the color of the paper giving the keynote to the writer's ability to exaggerate. Clever and original newspaper items materialized and "going to press" (collected and posted on the blank cardboard) was "published" being read aloud by Mr. J. H. Wright. Popular vote awarded the first prize, a book for newspaper clippings, to Mr. Jack Mackerras' article on "Beauty Hints."

Mr. Carl Pegler's "Latest Joke on City Fathers" was a clever second, while Mrs. Paul Baugh's society item about the "Modern Priscillas" received "honorable mention."

Supper was served and the guests left about midnight, the guest of honor voting the affair not only a complete surprise but a pleasant one. Among the guests were Mr. and Mrs. James Hawks, Mr. and Mrs. C. W. Jones, Dr. and Mrs. L. L. Krebs, Mr. and Mrs. C. C. Montgomery, Mr. and Mrs. Paul Baugh, Mr. and Mrs. Carl Pegler, Mr. and Mrs. T. H. Wright, Dr. and Mrs. R. H. Mackerras, Mr. and Mrs. T. M. Webster, Dr. and Mrs. Craig, Miss Lydia Webster, Miss Humphries, Miss Alice Law and Messrs. Roland Adams, Jack Mackerras, C. H. Perry, Charles Crozier of Los Angeles.

EPISCOPAL CHURCH

Church of the Ascension, the Rev. Dr. George H. Cornell, rector, vested choir, Fourth Sunday after Easter. Sunday school 9:45 a. m. Sermon and Holy Communion 11 a. m. Lecture on Confirmation 4:30 p. m. All are cordially invited.

CONGREGATIONAL CHURCH

The usual services will be held next Sunday, May 2, at the Congregational church. Bible school at 9:45 a. m.; morning worship at 11 o'clock, Christian Endeavor at 6:30 p. m., and evening service at 7:30. The pastor will preach both morning and evening. The subject in the morning will be: "I Believe." In the evening, "The History of a Nickname." Holy communion with reception of new members at the morning service. This is "a house of prayer for all the people" and all are welcome.

FRED STAFF, Pastor.

WILL BE EXPOSITION JUDGE

Dean George A. Damon of Throop College of Technology has been highly honored by the president of the Panama-Pacific exposition by appointment as a member of the international jury of award. He will make his first trip to the exposition next Friday and will spend a portion of his time there during May and June in connection with his duties. The particular classification in which Dean Damon will act as judge is that devoted to electrical devices affecting transportation, including everything from an electric locomotive down to the simplest of transportation appliances.

HERE TOO

Monrovia Messenger—Monrovia is sorely in need of a city ordinance which will prohibit the promiscuous scattering of bills about the streets by business firms who have no interest whatever in the city's welfare. Within the past few weeks, a furniture house in Los Angeles has distributed thousands of big double-page circulars, holding out alleged "special offerings" in its "annual spring clean-up sale."

Were a license of \$10 or more required from such concerns, there would be less of this littering of streets and yards with waste paper. Not one person in ten reads circulars of this sort. In the meantime, the city has to collect and burn this refuse paper. The council would do well to take this matter under consideration.

NURSERY BARGAINS

Now is the time to beautify your home grounds, judging by the opportunities offered by the Irving N. Ward nursery ad on another page of this issue. The Ward nursery ranks high in the variety and quality of its stock and the opportunity to acquire plants, shrubs and trees at such bargain prices is not often offered. Owing to the lateness of the season it is not too late to do a great deal of planting now.

A very enjoyable meeting of the Parent-Teacher association was held at the school house on Tuesday afternoon. After the regular business meeting Mrs. W. J. Saunders gave a most interesting talk on the work carried on by the association since it was first formed in Los Angeles. Many helpful suggestions were given and a profitable afternoon spent by those present.

GIFTS FOR ALL SEASONS
AND FOR ALL OCCASIONS

The Pohlson Line

Complete, quaint and interesting to people who know. Usually found in high grade specialty and gift shops. Our gifts are boxed with the greatest care to details. A card of special design included to carry the sentiment of giving. Thoughtful little gifts for all occasions, dainty and beautiful greeting cards, folders and gift books

BIRTHDAYS

WEDDINGS

ANNIVERSARIES

CONGRATULATIONS

BON VOYAGE

THAT NEW BABY

GRADUATION

CONDOLENCE

It is difficult to describe our line. It will give pleasure to you and to us if you will come in and see for yourself.

The News Printery

By the Post Office

FREIGHT IS BIG ITEM IN FIXING COST

By DAVID POWELL
(Copyrighted 1914.)

In a preceding article of this series the conclusions of a factory cost expert were given as to the comparative buying power of different classes of merchants which very clearly demonstrated that the larger concerns have very little, if any, advantage in the buying of merchandise. In this article the selling methods employed by catalogue houses will be compared with those employed by the regular dealers.

The first item of expense the local merchant has to consider in fixing his selling price is freight charges, and the next is his cost of doing business. In freight charges the local dealer has a little, if anything, the best of it. All of his goods are shipped by freight and much of it in carload lots that gives him a still lower rate. Against this the mail-order merchandise must stand the initial freight charge from the factory to either the central or branch house, and a second transportation charge from the distributing house to the consumer. This second charge averages very high, as a large part of it is either express or postage. That the catalogue house has no advantage here is quite apparent.

Selling Cost

Upon a merchant's ability to properly regulate his cost of doing business depends his ultimate success or failure. To the consumer not versed in commercial terms, the true meaning of this expression is often not quite clear. It is determined by totaling all items of expense connected with the running of a business for a certain period, say a year, and the percentage this amount is of the total sales for the same period is known as the "cost of doing business." This, however, is entirely apart and separate from the percentage of profit a merchant adds to the cost of an article to determine his selling price. By better methods and stricter economy one merchant may do business at a less expense than his competitor, which would enable him to sell the same article at a lower price and still make exactly the same percentage of profit on it.

It is plainly evident that if the large city stores and catalogue houses have no advantage over the small dealer in buying an article, it is manifestly impossible for them to sell it for less than the small dealer, unless their cost of doing business is less than the local merchant's. From many sources it has been learned what different merchants figure their cost of doing business and it very rarely exceeds 20 per cent. It would simplify matters very much if a few of the big catalogue houses would publish the same information. As of course they won't, in order to make a comparison it will be necessary to estimate it. For example, take one of the large mail-order houses situated in Chicago.

"Overhead" Expense

Such a concern has an immense overhead expense entailed in maintaining a large office force as well as a corps of high-salaried advertisement writers. These are the men who paint in such attractive word pictures the virtues of the goods sold by the house. For this work they secure the best men they can get, paying them salaries ranging from \$5000 to \$20,000 per year. Did it ever occur to you what it costs to put in your hands one of these beautifully illustrated catalogues? In their literature you are informed that they are generously giving away something free, postage prepaid, that represents an outlay on their part of some 25 cents, and they hope you will appreciate their efforts to aid the oppressed and down-trodden in reducing the high cost of living, etc. Now, as a matter of fact, although they put out several millions of copies of their book each year, it costs them far more than 25 cents.

Taking a catalogue issued for this season by one of the two largest mail-order houses of the country as a sample, and the same number of copies the same house sent out last year, a careful estimate shows that just for printing and mailing the cost would exceed 60 cents. Add to that, pro-rata, the enormous sum it costs them for their staff of "ad" writers and illustrators and the total would very probably exceed a dollar. Many people receive a catalogue who do not buy a cent's worth throughout the whole year, so it is very apparent that the statement given out recently by a former employee of the house in mind, was very near the truth when he said the expense of publishing their catalogue for 1913 amounted to 82-3 per cent of their total sales for the year. With their immense office force, high real estate values, general advertising, etc., it is reasonable to suppose that their cost of doing business could not by any possibility be less than 20 per cent—probably more.

If it costs the catalogue and big city houses as large a percentage of their total sales to do business, and

(Continued on Page 2)

PROFESSIONAL CARDS

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Office 154 W. Central Ave.
Residence
Phone Main 53 138 W. Central Ave.

LLOYD L. KREBS, M. D.

Office, 4 N. Baldwin. Phone Main 60
Hours: 11-12-2-3
Res. 72 W. Alegria Phone Main 111

DR. E. L. JACKSON

Physician and Surgeon
Phone Red 76
Office and Res. N. W. Cor. Auburn and Highland

George W. Groth

Physician and Surgeon
Osteopath
Black 63 161 Santa Anita Ct.

A. J. RUST

DENTIST
308 Higgins Building, Cor. Second
and Main, Los Angeles; office hours
10-12; 2-4. Office phone, Main 7011

A. J. CASNER

DENTIST
In Sierra Madre office
FRIDAY'S and SATURDAY'S
Cor. Baldwin & Central Green 100

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tions.
MONROVIA STEAM LAUNDRY.

Brief Items of Interest

Mrs. Jessie Hedderly of San Gabriel is spending the week in Sierra Madre. Mr. and Mrs. William J. Miller have returned from a pleasant outing at Long Beach.

Miss Marguerite Ward is spending the week in Los Angeles visiting friends and relatives.

The Modern Priellias were delightfully entertained by Mrs. Paul Baugh on Thursday afternoon.

J. H. Nightengale returned from San Francisco on Saturday and left for Arizona on Thursday.

Mrs. Jane MacGregor is spending the week in San Gabriel as the guest of Mr. and Mrs. Elmer Potter.

Miss Mabel Palmer of Pasadena spent Saturday and Sunday as the guest of Mrs. Frank Merrill.

Mrs. Vera Pierce Maull is spending several weeks in Santa Barbara as the guest of Mrs. Walter Irwin.

Miss Lottie Heberling of Los Angeles spent Saturday and Sunday as the guest of Mrs. A. N. Adams.

On Thursday Mrs. W. H. Ingraham had as guests her cousins, Mrs. Gregg and Miss Sales of St. Joseph, Mo.

Mrs. John B. Meeks returned on Tuesday from a week's visit in Los Angeles with Mrs. Minnie Miner.

Miss Hazel McCroy who has been spending a month in Sierra Madre left Thursday for her home in Long Beach.

Mrs. Engles and son, John Engles of Duluth, Minn., are spending a short time with Mrs. Engles' brother, G. H. Lettau.

A. N. Adams has rented the F. L. C. Roess house on Highland avenue to Mr. and Mrs. J. S. O'Brien of Los Angeles.

Dr. William F. Barry of Santa Barbara is visiting his brother-in-law, A. L. Ulrich of Santa Anita Court this week.

Mr. Wolfe and his mother left for their home in Chicago on Tuesday night. Mr. Wolfe expects to return in the fall.

Mr. and Mrs. Dale Bowen and Mr. and Mrs. Fred Edwards spent Saturday and Sunday at the Bowen cabin in Big Santa Anita.

Miss Lillian Goldberg spent Sunday with a crowd of about twenty young people from Los Angeles who picnicked at Sturtevant's Camp.

Dr. David Edwards and family and Mrs. Anderson of Bimini Hotel, Los Angeles, have been spending several days at Granite Lodge this week.

Mr. and Mrs. Louis Dietz and Miss Alice Ball left Thursday for San Diego where they will spend a week attending the Fair and visiting friends there.

Miss Dorothy Brown of Sierra Madre Villa and Mr. Hix Thornburg of San Fernando were week end guests of Mr. and Mrs. Paul Baugh. The party spent Saturday and Sunday at Robert's Camp.

Mr. and Mrs. Murray of Nashville, Tenn., are expected in Sierra Madre this week to be the guests of Mrs. L. M. Caldwell, who is Mr. Murray's sister. Mr. Murray is a wholesale dealer in shoes.

Mr. and Mrs. W. H. Purdy of Bath, New York, are spending the week at the home of J. A. Thompson and Mr. and Mrs. C. C. Bodine. Mr. Frank Croop of Clarence, New York, was a caller at that home on Monday.

Miss Martha Ulrich and her cousin, Miss Marie Pinkerton of Los Angeles, left a week ago Monday for San Francisco. After attending the fair they will visit relatives at Oakland. They expect to remain three or four weeks.

On Saturday evening Miss Etta Dickson and Mr. Joseph LeGuin, were among the guests at a dinner party and reunion given by the Rabbits Rowing club of Los Angeles. The table decorations were in Cecil Bruner roses. Mrs. Joseph Robinette of Kingsley Drive, Los Angeles, was hostess.

Mrs. May Gresham of Alameda, Cal., a former resident of Sierra Madre, spent Tuesday in Sierra Madre calling on Mrs. C. E. Cook and Mrs. A. A. Hawks.

New arrivals at Cypress Court this week are Mr. and Mrs. J. Bruner of Los Angeles, Mr. and Mrs. R. J. Butten of Chicago and John Newton of San Francisco.

Mr. and Mrs. J. G. Blumer and Miss Edith Blumer returned this week from a two weeks' trip to Nordhoff, Cal., where they were the guests of Mr. and Mrs. William Thacher.

About seventy-five juniors from the Long Beach High School came up to the canyon on Saturday in automobiles and motor trucks and held their annual class picnic there.

Miss Annie M. Greene and her guest, Mrs. John B. Weeks, mot friends from Owensmouth at San Gabriel for the Mission Play. They report a day well spent in seeing the Mission Play.

Mrs. H. W. Topping and Mrs. G. S. Smith left on Wednesday for their home in St. Paul. Mrs. Topping will visit there for several months, returning to Sierra Madre in the fall.

Mr. and Mrs. C. O. Winter who have been spending the winter in Sierra Madre left Tuesday for their home in Michigan. They will visit friends in Chicago on the way home.

Mr. and Mrs. Marcus Copps were among the guests at a luncheon party given by Los Angeles friends on Saturday. The luncheon was in honor of eastern friends visiting in California.

Mrs. C. C. Montgomery and Mrs. Euclid Martin of Pasadena, entertained the Dickens Fellowship very pleasantly at Mrs. Montgomery's home on East Central avenue on Wednesday afternoon.

Mrs. H. W. Bullock of Wyoming arrived in Sierra Madre this week and has taken the house on the corner of Sunnyside and Manzanita where she will spend the summer. Mrs. Bullock is the sister of Mrs. W. H. Ingraham.

Nelson Van Winkle of Long Beach formerly a Sierra Madre boy, was recently married to Miss Esther Moist of that city. It was a surprise wedding, taking place at Santa Ana in company with another young couple from Long Beach.

Countess Blumenthall, whose residence is in Pasadena, is spending several months at Bella Vista Terrace, Sierra Madre. Madame Blumenthall and her guest, Miss Dugan, motored with S. R. G. Twycross to the San Fernando Mission on Tuesday.

Mr. and Mrs. W. J. Lawless have just returned from a trip to San Diego where they motored with friends and spent several days. In a few weeks they are planning to motor to San Francisco where they will attend the fair and from there they will go to the Yosemite Valley and spend several weeks.

On Saturday of next week the Choir Guild of the Episcopal church will hold a cooked food sale in Griggs' Grocery store. There will be cakes, pies, doughnuts, brown, nut and white bread and home made candies. The sale will be open from 10 a. m. to noon. The guild hopes that all its friends will donate as well as come and patronize the sale.

On Tuesday evening Miss Verna Tribble entertained the Eleven and One club and a few outside guests very pleasantly at her home on San Gabriel Court. The evening was spent with music and fortune telling and dainty refreshments were served. The guests beside the club members were Mrs. George Mesecar, Miss Ina Buchanan, Miss Mildred Powell and Miss Hazel McCroy of Long Beach.

Mr. and Mrs. George Lettau motored to San Diego, the past week end and spent several days there visiting

the Fair and places of interest. Other members of the party were Mrs. Engles and Mr. John Engles of Duluth, Minn. and Miss Eleanor Hinton.

Dr. and Mrs. J. E. Fairbank left this week for a motor trip to San Francisco where they will attend the fair. Dr. Fairbank expects to remain in San Francisco and vicinity for several months but Mrs. Fairbank will return in a couple of weeks.

Miss Yerde Appleby was the charming hostess at a birthday party given at the Flather home on Grand View avenue on Wednesday evening. Dining room and table decorations were in pink and green, ivy geraniums and smilax being used. One of the features of the dainty supper served during the evening was a large pink frosted birthday cake which contained a ring, a penny and a button, designating marriage, wealth and poverty for the faders. The evening was pleasantly spent with progressive five hundred and dancing. Guests included Misses Minnie Gardner, Bertha Carson, Jean Woodward, Gladys Kraft, Helen Williams, Rose MacWilliams, Edna Hartley, Lucille Whitworth and Claribel Constant; Messrs. George Norris, Norman Olsen, Victor Hill, Raymond Hedderly, Herbert Ingraham, George Whitworth, Gale Williams, Roland Adams, Wade Brunson and Edward Pellittier.

WHO PAYS FREIGHT

(Continued from Page 1)

they can buy their goods no cheaper than the local merchant can, there is only one way left in which they can undersell him and that is by being satisfied with a smaller rate of income on the capital invested in the business. How many of our merchants make more than 10 per cent on their invested capital? Not very many. Yet the mail-order house referred to above declared a dividend last year of a trifle more than 22 per cent.

Big and Little

A very natural mistake is made by many people in thinking they can buy goods cheaper from a store doing a business in a large city than they can from their home town merchants. There are many reasons why this belief exists among dwellers in small towns and rural communities, but the main one is because they simply take for granted the statements made by such concerns in their advertisements and in their catalogues, without taking the time or making the effort to investigate for themselves. Many go to the large nearby cities to make their purchases because they think they have a larger and more varied stock of goods to select from. In a measure this is true, but bear in mind the fact while considering this question, that the large city stores cater to the extremes of society, the millionaire, as well as to the dweller in the slums. The successful city merchant who owns such a store, you can depend upon it, has made a most exhaustive study of his trade, and knows that he has to gather his stock from the four quarters of the globe to meet the demands made by his wide range of patrons. Just so with the merchant in the smaller towns. He has given the matter the same careful consideration. He has neither the millionaire nor the slum dweller among his patrons, so naturally does not burden his shelves with goods that he knows there is no demand for, but within the range of the needs of his community his stock is just as varied, and just as large, as that of his brother merchant in the large city.

Suspicious.

The person who, on examining a homemade henhouse, remarked that "it looked as if some fellow had built it himself" has a kindred spirit in a delightfully simple old lady, noted for her naive comments. In a street car not long ago she noticed a man who was carrying a shotgun and a blanket roll.

"Look at him," she whispered to her companion. "He looks as if he were going to spend the night somewhere."—Youth's Companion.

Beautiful new designs in place cards and bon bon holders at the News Printery.

The Monrovia Steam Laundry is now giving Sierra Madre a daily service.

CERTIFICATE OF BUSINESS

Fictitious Firm Name

The undersigned does hereby certify that he is conducting a feed and fuel business at Sierra Madre, California, under the fictitious firm name of the Sierra Madre Feed & Fuel Company, and that said firm is composed of the following persons, whose names and addresses are as follows, to-wit: Nathan W. Tarr, 274 Montecito avenue, Sierra Madre, Cal.

Witness my hand and seal this 15th day of April, 1915.

NATHAN W. TARR.
State of California, County of Los Angeles, ss.

On this 15th day of April, in the year nineteen hundred and fifteen, before me, Marshall T. McComb, a Notary Public in and for said County, residing therein, duly commissioned and sworn, personally appeared Nathan W. Tarr, known to me to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same.

Witness my hand and official seal.
MARSHALL T. McComb.
Notary Public in and for said County and State of California. (Seal)

PAY CASH and SAVE MONEY

Where we save you money, some
NORRIS' CASH STORE

Every Day Cut Prices

Raisin Biscuit, reg. 20c lb., our price..... .15
Not-a-Seed Raisins, the pkg..... .10
3 cans Van Camp's Baked Beans..... .25
3 pkgs. Parlor Matches, double dipped..... .10
2 cans Yeloban Milk, large size..... .15
4 lbs. Best Rice Pop Corn..... .25
1 lb. Fancy Dried Apricots..... .25
3 lbs. Fancy Dried Peaches..... .25

Specials for Saturday Only

1 lb. Best Creamery Butter..... .29
2 cans Potted Tuna, nice for sandwiches..... .15
3 cans Solid Pack Tomatoes, large No. 2 1/2 size..... .25
Pot Roast, our special price, the lb..... .10
Pot Roast, our special price, the lb..... .15

"CASH BEATSCREDIT."

PHONE BLACK 12

S. R. NORRIS, Prop. of the

Sierra Madre Dept. Store

Business Notice!

Say Mr.—that new home you intend to build, let us consult you as to plans and costs. We can show you dozens of fine bungalows Mr. Thompson has built, both in Monrovia and Los Angeles. And Tucker knows how to decorate them in fine shape.

Thompson & Tucker

Builders and Contractors

Established in Sierra Madre 1888

Office, Baldwin Ave., near P. E. Depot
Phone Blue 75

Residence Suffolk Avenue
Phone Green 80



FOLKS aren't spending the hot summer putting up preserves and jellies as they once did. Times have changed. Now preserves and jellies are prepared so well by big concerns that the woman who still insists on stewing in the stifling kitchen is rare indeed. Like everything else in this grocery store, our jellies and preserves are wholesome.

A. E. Griggs
GROCER

Main 46

Bank Bldg.

Sierra Madre Realty Co.

L. DIETZ, Manager

No. 10 North Baldwin Ave. Opposite P. E. Station

Real Estate for Sale, Rent or Exchange

Insurance, Loans
Investments

Office, Green 22

Residence, Red 24

Newest Ribbons for Panama Hats

—The Kind that Lends Just the Proper Style
GROSGRAINS in green, blue, putty, gold and white, 1 to 2 in. wide—12 1/2 c to 35c yd.

WIDE RIBBONS FOR GIRLDES — Exceedingly handsome Ribbons in unusually pretty patterns, stripes plaids, plain grosgrains, 5 to 8 inches wide—65c to \$1.25 yd.

Herman R. Hertel
Dry Goods

Fair Oaks 407

PASADENA

41-47 N. Raymond

SWISHER MARKET

Pot Roast Beef - - 14c
Boiling Meat - - 10c
Pork Roast - - 17 1/2 c
Hamburger, 2 lbs. - - 25c
Eastern Bacon - - 25c
Lamb Stews - - 10c

Phone Green 42

Prompt Delivery

Saturday, May 1st
CHARLIE CHAPLIN
In A Big Comedy "A FILM JOHNNIE"
and Six Other Big Reels

Wednesday, May 5th
Another Charlie Chaplin Comedy
"THE STAR BOARDER"
Seven Big Reels In All

Woman's Club House
8 P. M. Adults 15 Cents, Children 10 Cents

Peg o' My Heart

By
J. HARTLEY MANNERS

A Comedy of Youth Founded by
Mr. Manners on His Great Play
of the Same Title — Illustrations
From Photographs of the Play

Copyright, 1913, by Dodd, Mead & Company.

SYNOPSIS.

Frank O'Connell, young Irish patriot, is shot and wounded by British soldiers while making a home rule speech. He is aided by Angela Kingsnorth, an English society girl, who defends him.

Angela takes O'Connell to her brother's home and helps to nurse him. He recovers, and he and the girl become fast friends.

Peg goes to the home of the Kingsnorth family in England at the direction of Mr. Hawkes, Kingsnorth's attorney, as Kingsnorth suddenly dies.

She first meets Ethel Chichester and Brent, a married man in love with Ethel. She interrupts them by accident in a secret meeting.

Hawkes arrives and reads the Kingsnorth will. It leaves most of the fortune to Peg and offers liberal pay to any one who will undertake her education and social training.

Mrs. Chichester finally agrees to bring up Peg in return for the money promised, although she openly despises the shabby young girl.

Peg is heartbroken at the cold reception given her by the Chichester family. She is much impressed, however, by the luxury of her surroundings.

Peg meets Jerry Adair, who takes a lively interest in her. She finds in him a real friend. She tells him about her father. He's a farmer, he says.

Peg decides to return home, but on Jerry's plea she decides to remain in England a month. Brent and Ethel have another meeting. Both are unhappy.

Ethel and Peg have a violent disagreement, and Brent's attentions to the former are the cause of the dispute, which is interrupted by Jerry.

CHAPTER XXII.

The Temple of Friendship.

"I CAME over to ask Mrs. Chichester's permission for you two young ladies to go to a dance to-night. It's just across from here at the Assembly rooms," said Jerry.

Peg beamed joyfully. It was just what she wanted to do. Ethel viewed the suggestion differently.

"It's quite kind of you," she said, "but it's quite impossible."

"Oh," ejaculated Peg, "Impossible?" ejaculated Jerry.

"I'm sorry," and Ethel went to the door.

"So am I," replied Jerry regretfully. "I would have given you longer notice only it was made up on the spur of the moment. Don't you think you could?"

"I don't care for dancing. Besides, my head aches."

"What a pity!" exclaimed the disappointed young man. Then he said eagerly, "Do you suppose your mother would allow Miss Margaret to go?"

"I'll ask her," and Ethel left the room.

Peg ran across, stopped the door from closing and called after Ethel: "I didn't mean to hurt ye—indeed I didn't. I wanted to talk to ye that was all—an ye made me angry. Ethel disappeared without even turning her head."

Peg came into the room ruefully and sat down on the sofa. She was thoroughly unhappy.

Jerry looked at her a moment, walked over to her and asked her, "What's the matter?"

"One of us girls has been brought up all wrong. I tried to make friends with her just now and only made her angry, as I do every one in this house whenever I open my mouth."

"Aren't you friends?"

"Indeed—indeed—indeed—we're not. None of them are with me."

"What a shame!"

"Wait until you hear what me aunt says when ye ask her about the dance!"

"Don't you think she'll let ye go?"

"No, I do not." She looked at him quizzically for a moment. Then she burst out laughing.

"Misther Jerry, will ye take me all the same if me aunt doesn't consent?"

"Why, Peg?" he began astonishedly.

"But I haven't got an evening dress. Does it matter?"

"Not in the least, but—"

"Will this one do?"

"It's very charming; still—"

"Stains and all?"

"My dear Peg—"

"Perhaps they'll rub out. It's the prettiest one me aunt gave me. An I put it on tonight because I thought you—that is, some one might come here tonight. At least I hoped he would, an' ye've come!" Suddenly she broke out passionately: "Oh, ye must take me! Ye must! I haven't had a bit of pleasure since I've been here. It will be wonderful. Besides, I would not rest all night with you dancin' over there an' me a prisoner over here."

"Now, Peg," he tried to begin.

"It's no use, I tell ye. Ye've got to take me. Are you ashamed of me because I'm ignorant? Are ye?"

"Not a bit," replied Jerry heartily.

"I was just the same at your age. I used to scamp at school and shirk at college until I found myself so far behind fellows I despised that I was ashamed. Then I went after them tooth and nail until I caught them up

and passed them."

"Did ye?" cried Peg eagerly. "I will, too," she said.

"Will you?"

She nodded vigorously.

"I will, indeed I will. From now on I'll do everything they tell me an' learn everything they teach me if it kills me!"

"I wish you would," he said seriously.

"An' when I pass everybody else an' know more than any one ever knew—will ye be very proud of me?"

"Yes, Peg. Even more than I am now."

"Are ye now?"

"I am proud to think you are my friend."

"Ye'd ha' won yer wager. We are friends, aren't we?"

"I am yours."

"Sure I'm yours all right."

She looked at him, laughed shyly and pressed her cheeks. He was watching her closely.

"What are you laughing at?" he asked.

"Do ye know what Tom Moore wrote about friendship?"

"No. Tell me."

Peg sat at the piano and played very softly the prelude to an old Irish song. Jerry said surprisedly, "Oh, so you play?"

"After a fashion. Me father taught me. Me aunt can't hear it. An' the teacher in the house said it was dreadful an' that I must play scales for two years more before I thry a tune. She said I had no ear."

Jerry laughed as he replied, "I think they're very pretty."

"Do ye? Well, watch them an' mebbe ye won't mind me singin' so much. An', after all, ye're only a farmer, aren't ye?"

"Hardly that." And Jerry laughed again.

"This is called 'A Temple to Friendship,'" she explained.

"Indeed?"

"An' it's about a girl who built a shrine an' she thought she wanted to put Friendship into it. She thought she wanted Friendship. After awhile she found out her mistake. Listen."

And Peg sang, in a pure, tremulous little voice that vibrated with feeling, the following:

"A temple to Friendship, said Laura enchanted,

"I'll build in this garden—the thought is divine!"

Her temple was built, and she now only wanted

An image of Friendship to place on the shrine.

She flew to a sculptor, who set down before her

A Friendship, the fairest his art could invent;

But so cold and so dull that the youthful adorer

Saw plainly this was not the idol she meant

"Oh, never," she cried, "could I think of enshrining

An image whose looks are so joyless and dim,

But you little god (Cupid) upon roses reclining,

We'll make, if you please, sir, a Friendship of him."

"So the bargain was struck; with the little god laden

She joyfully flew to her shrine in the grove.

"Farewell," said the sculptor; "you're not the first maiden

Who came but for Friendship and took away—Love."

She played the refrain softly after she had finished the song. Gradually the last note died away.

Jerry looked at her in amazement.

"Where in the world did you learn that?"

"Me father taught it to me," replied

"Don't say that," Jerry interrupted. Peg simply. "Tom Moore's one of me father's prayer books."

Jerry repeated as though to himself: "Who came but for Friendship and took away Love?"

"Isn't that beautiful?" And Peg's face had a rapt expression as she looked up at Jerry.

"Do you believe it?" he asked.

"Didn't Tom Moore write it?" she answered.

"Is there anything better than friendship between man and woman?"

She nodded.

"Indeed there is. Me father felt it for me mother or I wouldn't be here now. Me father loved me mother with all his strength an' all his soul."

"Could you ever feel it?" he asked.

(Continued on Page 4)

Special Clearance Sale of Plants

This is your chance to get nursery stock at real "bargain-counter" prices. We must move this stock to make room for young growing plants that are crowding for more space. This sale will only last two weeks. As we wish that you may become acquainted with our nurseries, we would prefer that you come to the nurseries and pick out the stock you want instead of telephoning the order. If you have not been in the nurseries lately, you will be surprised to see how extensive they are.

Bedding Plants

Iris (German.) Purple or white. A great bargain at the low price of \$3.50 per 100, 50c per dozen, 5c each.

Poinsettias, "The Christmas Flower," in 2 1-2 and 3-inch pots, worth 15c each, sale price 5c.

Canna—King Humbert, (Giant Red) and Portia, (Giant Yellow) Regular price 15c each, \$1.50 per dozen. Sale price 2 for 15c, 75c per dozen.

Trailing Daisy—For covering ground, banks, window boxes, etc. 2 1-2 and 3-inch pots, \$4 per 100, 50c per dozen, 5c each.

Montbretia—Striking orange-red flowers. 20c per dozen.

Vinca—(Trailing Myrtle or Periwinkle.) Either green or variegated foliage. Flowers blue. Splendid for covering ground in shady places. In 2 1-2-inch pots. Sale price \$3 per 100, 45c per dozen, 5c each.

Sand Verbena—Purple or white. An ideal ground-cover. Very hardy. Also good for banks, window-boxes, etc. 5c each, 50c each, 50c per dozen, \$4 per 100.

Fringed Shasta Daisy—New. Very handsome. 3-inch pots. Worth 10c each, sale price 5c.

Shasta Daisy—Giant variety. Divided roots. Sale price 2c each.

Hedge Plants

Lavender Plants—The sweet scented kind, in quart cans, 7 1-2c each, 75c per dozen. In flats 8 to 12 inches high, worth 5c a plant, sale price 3c each.

Myrtle—Myrtus Communis, small dark green foliage. Ideal for neat hedge. Small plants in flats, 5 to 10 inches high, worth 4c a plant, sale price 2 1-2c.

Vines

Boston Ivy, for clinging to stone or cement work, in quart cans and 3-inch pots, worth 15c each, sale price 7 1-2c.

Honeysuckle, strong plants 2 to 3 feet high, 15c each.

Wire Vine, large strong plants in gallon cans, cut back to 3 feet, worth 50c each, sale price 30c each.

Asparagus Plumosa, strong plants in gallon cans, worth 35c each, sale price 20c.

Asparagus Sprengeri, strong young plants from ground 5 to 15c each.

Yellow Jasmine, sweet scented, 3 feet high, 25c each.

Bignonia Tweediana, evergreen, clings to stone and cement work, yellow blossoms, 2 to 3 feet, 18c each.

Beautiful Fan Palm Given Away Free

One Fan Palm, four feet high will be given away free with all orders amounting to \$5.00 or over.



Shrubs

Broom—Genista Canariensis, yellow flowering shrub, 3 to 5 feet high, worth 75c, sale price 45c.

Fabiana—White heather-like flowers, 3 feet high, worth 50 to 75c each, sale price 35c.

Crataegus Lalandi—Low-growing shrub, bearing orange colored berries, 3 feet high. Worth 75c, sale price 35c.

Cantua Buxifolia—A rare shrub of great beauty, flowers red. In 4-inch pots. 25c each.

Weigelia Variegata—Foliage variegated, flowers pink. In 4-inch pots, 8 to 10 inches high, sale price 18c.

Heather—Erica Mediterranean, dark lavender, in 3-inch pots, sale price 20c.

Rosemary—Foliage fragrant, very hardy, 18 inches high, worth 35c, sale price 15c.

Cascara—Pretty native shrub, 1-foot high, worth 35c, sale price 20c.

Schub Oak—Native evergreen dwarf oak, 18 inches high, worth 35c each, sale price 20c.

Wild Lilac—Ceanothus, native blue flowering shrub, in quart cans, 1 foot high, worth 35c, sale price 25c.

Leaf Mould

For mixing with soil in fern beds, window boxes, hanging baskets, etc., 75c per bag.

Irving N. Ward Nursery

Sierra Madre, California

Entrance to Nursery on Cor. of Mt. Trail and Laurel Aves.

Phone Blue 29

Palms

Date Palm—Phoenix Canariensis. Established in 5-gallon cans, 3 feet high. Regular price \$1.50, sale price 75c each.

Date Palm—Phoenix Canariensis, 4 feet high, worth \$2 each, sale price \$1 each.

Fan Palm—Washingtonia Robusta, 2 feet high, worth 75c, sale price 35c.

Fan Palm—Washingtonia Robusta, in 5-gallon cans, 4 feet high, worth \$1.50, sale price 65c.

Fan Palm—Washingtonia Robusta, in 5-gallon cans, 5 to 6 feet high, worth \$2 to \$2.50. Great bargain at \$1 each.

Dracaena—Indivisa, narrow leaf 1 1-2 to 2 1-2 feet, 25c, 3 ft. 75c.

Yucca—In Japanese tubs. For porches, etc. 65c each.

Trees

Eucalyptus—Blue Gum, in quart cans, 3 to 4 feet high, worth 15 to 20c each, sale price 7c each.

Banana—Abyssinian, ornamental variety, 4 to 5 feet high, worth \$1.50, sale price \$1.

Jacaranda—In gallon cans, 2 feet high, 35c.

Acacia Melanoxylon—Black Acacia, in quart cans, 3 to 4 feet high, 25c each.

Acacia Florabunda—In quart cans, 3 to 4 feet high, 25c each.

Camphor Trees—In 5-gallon cans, 5 to 6 feet high, worth \$1, sale price 75c.

Cryptomeria Elegans—Japanese ornamental tree, 18 inches high, worth 50c each, sale price 30c each.

Live Oak—Native evergreen oak, in quart cans, 18 inches high, worth 35c, sale price 20c each.

Fruit Trees

Guava—Red Strawberry, 3 feet high, in gallon cans, worth 50c each, sale price 33c each.

Guava—Lemon, yellow guava, 2 to 3 feet high 25c, 1 foot high 15c.

Avacado—A few Mexican seedling Avacados while they last, 1 1-2 to 2 feet 25c each.

Pomegranate, red and white flowering varieties, in 3-inch pots, 1 foot high, sale price 18c each.

Sapote Blanca, grown from seeds from the famous tree growing in Sierra Madre. 5 feet high; worth \$1.50, sale price 75c. 2 feet high, worth 50c each; sale price 25c.

Roses

10 per cent discount given on all orders for roses during our sale.

THE SIERRA MADRE NEWS

By GEORGE B. MORGRIDGE

PUBLISHED FRIDAYS

SUBSCRIPTION \$1.50 YEARLY

ENTERED AS SECOND CLASS MATTER AT THE POST OFFICE AT SIERRA MADRE, CALIFORNIA

OFFICE, ROOM G, KERSTING COURT

OPPOSITE PACIFIC ELECTRIC STATION

TELEPHONE BLACK 42, UNIVERSAL LONG DISTANCE CONNECTIONS

FRIDAY, APRIL 30, 1915

CALIFORNIA LITERATURE

"For the settler—the homeseeker—California is one of the choice lands of the earth, yet it is but sparsely populated." This is the opening sentence in the new booklet "California for the Settlers," an edition of which the Southern Pacific company has just had printed for free distribution. Copies are to be available for the 1915 tourist, in order to help him quickly to get accurate information on what the state has to offer as a reason why he should choose California for his permanent home.

The publication, which will be shortly in the hands of all Southern Pacific agents for free distribution, contains sixty-four pages of text, thirty-two half-tones and a map. The covers are in color. The booklet takes up every section of the state, giving in detail what the facts are regarding western opportunities.

California's Riviera, the chain of beaches from the Golden Gate to San Diego, is the theme of a beautiful folder guidebook which the Southern Pacific company is issuing for free distribution to exposition visitors and others interested. In thirty-two pages of text, livened by thirty-six illustrations in half-tone, with a map and colored covers, the charms of California are briefly but brightly described.

THE MISSION PLAY

The Mission Play is in the fourteenth week of its great Exposition year run with an attendance record for the season that betters the 75,000 mark.

The most notable change of the last week in the wonderful pageant drama of California has been made in the last act. The poet-author, John S. McGroarty, has re-written. For a week the new version has been produced. The effect has been praise-worthy and puts the last act on the same high plane with the first two acts.

The Mission Play's birthday was Thursday. It was three years old. Many of those who were in attendance at the first performance came to see the production again. Some had not seen the Mission Play since its first appearance. They were surprised beyond belief. They said that they could

not conceive of such a change as possible of being made in any drama.

Among the distinguished visitors at the Mission Play were the visiting delegates of the B'nai B'rith, 150 strong. They were accompanied by many friends from Los Angeles. They were delighted with the pageant drama.

News Liners

FOR RENT—Unfurnished, cor. Manzanita and Sunnyside, house, chicken runs and one acre of ground. Very reasonable. Phone Green 96. 30*

FOR SALE—Young barred rock and leghorn hens. Mrs. Hopwood, just below car line, west of Lima st. 31

FOR RENT—Nicely furnished 3-room house with gas and electric light on Highland ave. \$12. Apply to A. N. Adams. 31

FOR RENT—5-room modern house on Lima street, \$21.25. Apply to A. N. Adams. 31

FOR RENT—Furnished bungalow at 375 W. Grand View, \$35 month. T. H. Graham, phone Black 1. 27

Crown City Laundry

Daily Service for Sierra Madre

Wet Wash
Rough Dry Work
Dry Cleaning

All Work Guaranteed

CARL E. OTT Res. Phone Black 68

For Exchange In Long Beach

Two lots, 45x137 each, good location. Clear property. Wants modern house and lot in Sierra Madre. Value \$3000 to \$3500. Will pay cash difference

Andrews & Hawks

Real Estate
Loans Rents Notary
Insurance

Exchange 2

27 N. Baldwin

ORANGE EMPIRE TROLLEY TRIP THROUGH THE "KINGDOM of the ORANGE"

\$3.50 PAYS ALL TRANSPORTATION EXPENSE
Including All Side Trips and RESERVED SEAT

Los Angeles to
San Bernardino
Riverside
Redlands

And All Their Scenes of Beauty

Tours of Mission Inn, Sherman Indian School and World-Famed Magnolia Avenue

Drive over beautiful Smiley Heights with magnificent view of San Timoteo Valley and the Majestic San Bernardino Mountains

Purchase Tickets and make reservations at Information Bureau, Main Floor P. E. Bldg., Los Angeles or P. E. Station, Pasadena. Get one of the New Folders.

PACIFIC ELECTRIC RAILWAY

Bits of Byplay

By Luke McLuke

Copyright, 1915, the Cincinnati Enquirer

Huh!

"Why is this institution called the Rockefeller foundation?" asked the old fogey.

"Because it is built on John D.'s rocks," replied the grouch.

Buying and Selling.

You buy experience at par.
And then it makes you holler
To find that you can't make a sale
At one cent on the dollar

Wuff!

"Hello!" said the voice over the phone. "Is this the type foundry?"

"Yes," was the reply, "this is the type foundry."

"Well," said the voice, "this is Bobbs & Dobbs, the publishers. Will you send us over about 200,000 capital I's right away?"

"What in Sam Hill do you want with 200,000 capital I's?"

"We are setting up Roosevelt's auto biography," replied the voice.

Sad!

"Oh, woe!" said a lady named Carter. "Old Fate has picked me for a martyr. As I stepped on this car I felt a strange jar, And I know I have busted my shoestrings."

Paw Knows Everything.

Willie—Paw, what is Utopia?

Paw—Utopia is a place where the women are all dumb, my son.

Maw—Willie, you go out and shovel off the sidewalk.

Willing to Stand Pat.

We have the wireless telegraph.
The horseless car is here,
And yet we've no desire to quarrel
A glass of foamless beer.

Correct.

Gabe—What does carrying coals to Newcastle mean?

Steve—Giving a smoker in Pittsburgh.

Betcha!

This world would be a fine old spot.
It surely would improve a lot.
If we were all as good as we
Advise our fellow men to be.

Names Is Names.

Razor Hurt runs a sawmill at Hallety, Ida.

Things to Worry About.

A newly born giraffe is six feet tall.

Try This on Your Demijohn.

Dear Luke:
Little Brown Jug of the days of yore.
We've grown to love you more and more.
Your rotund body, glazed and bright,
Banishes thoughts of gloomy night.
So little Brown Jug, while your lips I press,
Your answer I can only guess.
This stolen kiss do not rebuke,
But whisper sweetly, softly

"Luke McLuke,
"Luke McLuke,
"Luke McLuke."
—Ezra Priff, Huntington, Dry Va.

Daily Health Hint.

Never sing "God Save the King" at a German picnic.

Our Daily Special.

When you are talking you are not learning anything.

Luke McLuke Says:

A can can't see why the bedbug was ever created. But that is just what a flea thinks about a hairless dog.

Some men divide their time between being mean to their wives and being nice to other women.

Daughter selects sheer nainsook with baby ribbon rosettes and hand embroidered medallions when she buys a new combination. But mother wants something substantial that will make good scrub rags after it is worn out.

A woman can take one look at another woman and tell whether she is a real blond or a peroxide affair. But a man has to marry her before he can tell the difference.

The reason a princess knows that she is going to make a grand housekeeper when she gets married is because she can iron a handkerchief by passing it on the mirror of her bedroom dresser.

The sort of man who would feel contaminated if his clothes touched yours here on earth is the same lad who is always hoping that he will meet you in heaven.

You can't tell anything about a woman. She will spend two hours roasting her husband and telling him what a no account, two cent pup he is until he gets mad and slams the door and goes out. Then she will sit down and write a long letter to her mother and tell her what a grand man her husband is, and how thoughtful and generous he is, and how happy they are.

When one of the children is seriously ill father will tell mother to go to bed and he will stay up. Then father will sit around and read for a few hours and then sneak off to bed. And as soon as mother hears father snoring she will get up and watch the child all night and then prepare breakfast as though nothing had happened. And father will go downtown and go around hunting for sympathy by stating that he didn't get a wink of sleep all night because he had to stay up and nurse a sick child.

Any real boy can wear out three pairs of shoes while he is wearing out one box of shoe polish.

There are a whole lot of us low browed fat heads who imagine we are just as good as the man who says "eyther" and "nyther."

Peg o' My Heart

(Continued from Page 3)

and there was an anxious look in his eyes as he waited for her to answer.

She nodded.
"Have you ever felt it?" he went on.
"All me life," answered Peg in a whisper.

"As a child, perhaps," remarked Jerry. "Some day it will come to you as a woman, and then the whole world will change for you."

"I know," replied Peg softly. "I've felt it comin'."

"Since when?" and once again suspense was in his voice.

"Ever since—ever since"— Suddenly she broke off breathlessly, and, throwing her arms above her head as though in appeal, she cried:

"Oh, I do want to improve meself. Now I wish I had been born a lady. I'd be more worthy of—"

"What? Whom?" asked Jerry urgently and waiting anxiously for her answer.

Peg regained control of herself, and, cowering down again on to the piano stool, she went on hurriedly:

"I want knowledge now. I know what you mean by bein' at a disadvantage. I used to despise learnin'. I've laughed at it. I never will again. I'm no one's equal. I'm just a little Irish nothin'."

"Don't say that," Jerry interrupted.

"Thank ye for promisin' to help me, Misther Jerry. But would ye mind very much if the bad little somethin' had one more spurt before I killed it altogether? Would ye?"

"Why, how do you mean?"

"Take me to that dance tonight—even without me aunt's permission, will ye? I'll never forget ye for it if ye will. An' it'll be the last wrong thing I'll ever do. I'm just burnin' all over at the thought of it. My heart's burstin' for it." She suddenly hummed a waltz refrain and whirled around the room, the incarnation of childish abandonment.

Mrs. Chichester came slowly down the stairs, gazing in horror at the little bouncing figure. As Peg whirled past the newest post she caught sight of her aunt. She stopped dead.

"What does this mean?" asked Mrs. Chichester angrily.

Peg sank into a chair.

Jerry shook hands with Mrs. Chichester and said:

"I want you to do something that will make the child very happy. Will you allow her to go to a dance at the Assembly rooms tonight?"

"Certainly not," replied Mrs. Chichester severely.

"I could have told ye what she'd say wurd for wurd," muttered Peg.

"I beg your pardon," said Jerry, straightening up, hurt at the old lady's tone. "The invitation was also extended to your daughter, but she declined. I thought you might be pleased to give your niece a little pleasure."

"Go to a dance—unchaperoned?"

"My mother and sisters will be there."

"A child of her age?" said Mrs. Chichester.

"Child is it?" cried Peg vehemently.

"Margaret!" and the old lady attempted to silence Peg with a gesture.

"Plaze let me go. I'll study me head off tomorrow if ye'll only let me dance me feet off a bit tonight. Plaze let me!"

The old lady raised her hand commanding Peg to stop.

"It was most kind of you to trouble to come over, Jerry, but it is quite out of the question."

Peg sprang up.

Jerry looked at her as if imploring her not to anger her aunt any further.

He shook Mrs. Chichester's hand and said:

"I'm sorry. Good night."

He turned and saw Peg deliberately pointing to the doorway and indicating that he was to meet her there.

Peg, left alone, hurried over to the windows and looked out into the night. The moonlight was streaming full down the path through the trees. In a few moments Peg went to the foot of the stairs and listened. Not hearing anything, she crept upstairs into her own little mauve room, found a cloak and some slippers and a hat and just as quietly crept down again into the living room.

She just had time to hide the cloak and hat and slippers on the immense window seat when the door opened and Ethel came into the room. She walked straight to the staircase without looking at Peg and began to mount the stairs.

"Hello, Ethel!" called out Peg, all remembrance of the violent discussion gone in the excitement of the present.

"I'm studyin' for an hour. Are ye still angry with me? Won't ye say 'Good night? Well, then, I will. Good night, Ethel, an' God bless you."

Peg's little heart beat excitedly.

The one thought that beat through her quick brain was:

"Will Jerry come back for me?"

(Continued next week)

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NOTICE OF IMPROVEMENT

NOTICE IS HEREBY GIVEN that the Board of Trustees of the City of Sierra Madre, on March 25, 1915, passed Ordinance of Intention No. 196, to order the following work to be done in said city, to-wit:

That Central Avenue, a public street of the City of Sierra Madre, be widened in certain portions thereof, lying between Lima Street and Hermosa Avenue, so as to make said portion of Central Avenue of a uniform width of 80 feet.

That the land necessary and convenient to be taken for the improvement, described in Section 1 hereof, is situate in the City of Sierra Madre, County of Los Angeles, State of California, and more particularly described as follows, to-wit: All that portion of Lots One (1), Two (2), Four (4), Five (5) and Six (6) of Block "A," Spaulding and Pinney Tract, as per map recorded in book 11, page 5, Miscellaneous Records of Los Angeles County, California, lying south of a line parallel and 40 feet north of the center line of

Central Avenue.
That the boundaries in the district of the City of Sierra Madre, County of Los Angeles, State of California, to be benefited by said improvement and to be assessed to pay the expenses thereof, and to be known as the "Assessment district," are hereby fixed as follows:

Property fronting on Central Avenue including all abutting lots to their full depth, north and south on said Central Avenue from Baldwin Avenue to Sierra Madre Avenue, being approximately one-half the blocks north and south of said portion of Central Avenue, said district being more particularly described in Ordinance No. 196.

Reference is hereby made to said Ordinance of Intention for further particulars.

A. M. UDELL,
Street Superintendent.

Dated April 16, 1915.

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